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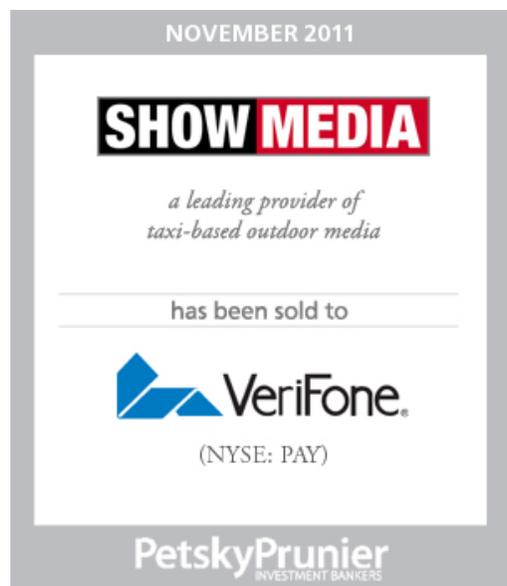
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Petsky Prunier Advises Show Media on the Sale of its Taxi Top Advertising Division to VeriFone Systems

Out-of-Home Media Company was Ranked #6 on the Most Recent Inc. 500 List

November 3, 2011 (New York, NY) – Petsky Prunier is pleased to announce it has advised Show Media, Inc., a leading provider of taxi-based outdoor media, on the sale of its Taxi Top advertising division, including its New York City and Miami taxi media assets, to VeriFone Media, a division of VeriFone Systems, Inc. (NYSE: PAY).



Based in New York City, Show Media is a leading provider of taxi top media to Fortune 500 companies and local advertisers. Show Media provides its brand partners with unique taxi-based campaigns that generate maximum exposure and help foster an emotional connection between the brand and the target consumer. In 2011, Show Media ranked #6 on the Inc. 500 list of Fastest Growing Companies in America with a three-year growth rate of 11,749%. The company has been included on this prestigious list for three years in a row. Show Media's client roster includes AT&T, Microsoft Bing, HTC, Lionsgate Films, and Ray-Ban, among numerous other Fortune 100 companies.

Post the spin-off of the Taxi Top advertising division and its sale to VeriFone Media, Laurence Hallier, founder and CEO of Show Media, is taking his top-rated and fast growing company into a new direction that will focus on the digital platform within the high-end transportation industry and other non traditional areas, which will allow his clients to reach consumers in areas were they are currently not accessible. The other divisions and advertising mediums within Show Media can be seen by visiting www.showmedia.com.

VeriFone is a global leader in secure electronic payment solutions. VeriFone Media combines the wide reach of traditional out-of-home on taxis and transit vehicles with the highly-targeted delivery of the VeriFone Digital Network (VNET) in taxis and at gas stations. Combined, VeriFone Media delivers more than 1.5 billion daily impressions in traditional out-of home plus 100 million monthly digital impressions across 25 U.S. markets and the U.K.

A team from Petsky Prunier, led by Sanjay Chadda, Norm Colbert, and Colleen Filipo, served as exclusive financial advisor to Show Media.

Petsky Prunier worked incredibly hard, delivered terrific advice, and supported us through a process in which we assessed a wide array of options. They surpassed my expectations.
Laurence Hallier, founder and CEO, Show Media

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks serving the marketing, media, technology, and service industries, including businesses focused on digital advertising, digital media, eCommerce, marketing technology, software, information, marketing services, and agencies and consultancies. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, the organization represents one of the largest industry-specific advisors providing strategic and transactional services. Securities transactions are processed through Petsky Prunier Securities LLC.

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